

Heath Weaver

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Dynamic professional with over two decades of experience in project management and strategic planning, adept at leading cross-functional teams. Proven track record in optimizing operations and driving growth.

Career

Managing Director at Essence of Email

2019-Jun – 2024-Apr | US/Remote

- Led brand, demand generation, and product marketing functions, boosting client revenue by 34% through overhauled customer segmentation and email strategies.
- Scaled marketing organizations by implementing AI-powered solutions, saving 6% annually while enhancing customer satisfaction and operational efficiency.
- Managed budgets with strong financial acumen, optimizing labor costs by hiring skilled workers from best-cost countries and increasing productivity by 94%.
- Inspired teams and built a collaborative culture, directly managing up to 50 employees, improving client satisfaction by 10% and setting a new company revenue record.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote

- Developed Marketing assembly lines for 15 SaaS products, enhancing brand and demand generation, leading to streamlined product launches and sales strategies.
- Managed Salesforce migration and training, ensuring mastery of marketing tools and platforms, which supported effective ABM strategies and team collaboration.

Managing Partner & Co-Founder at The Specialists Agency & Retorica

2013-Jul – 2017-Jul | Remote

- Directed daily operations and digital growth-hacking division, scaling client businesses through optimized digital presence, achieving significant ROI improvements for startups and small businesses.
- Developed and implemented integrated online marketing strategies, enhancing brand and demand generation for clients like Motorola and Virgin Wines, leading to increased market share and client satisfaction.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Led brand and demand generation strategies, increasing revenue by 75% through a client-focused, integrated online marketing approach.
- Scaled marketing operations by optimizing business processes and partnerships, doubling profitability and reducing customer churn by 40%.

Head of Search Engine Marketing, Europe at Sony Electronics

2007-Jun – 2010-Feb | Brussels

- Led brand and demand generation by coordinating Pan-European search campaigns, achieving top 5 listings for high-volume keywords, resulting in a 103% lift in search traffic year-on-year.

- Demonstrated strong financial acumen by developing Sony's first worldwide Marginal Profit analysis, enhancing profitability insights and contributing to a 300% increase in direct sales over three years.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, enhancing granular insights by country/product/dealer, directly contributing to a 5% operational profit turnaround in 3 years.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and improving reporting accuracy, supporting the scaling of marketing organizations.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with accurate, timely financial insights, aligning with strong financial acumen for managing budgets and measuring ROI.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr |

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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